## **ORDER**

Orders	Order / Rev:	107746	<u></u>	
	Alt Order #:	06862410	<u></u>	TIP V
	Product Desc:	OBAMA FOR AMER SKEDC		HD
	Estimate:	1904		KSNV
	Flight Dates:	10/16/12 - 10/22/12	Primary AE:	Amy McCreary
	Original Date / Rev:	10/11/12 / 10/11/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	GMMB, Inc./ Washington D.C.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		Washington Harbor	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Obama for America		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01-Democrat	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	40	\$19,700.00	\$16,745.00

## Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	40	\$19,700.00	\$16,745.00	0.00
Totals	40	\$19,700.00	\$16,745.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	27%	\$19,700.00
Market	100%	\$72,962.96

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$19,700.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	\$16,051.85
KTUD	1%	\$729.63
KVVU	18%	\$13,133.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$3,648.15

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
E	1	KSNV	10/16/12	10/19/12	Today Show	CM	658a-9am	- TWTF	:30	\$900.00 1	0.00 NM 4	\$3,600.00
					Today Show							
		TODAY			-							
		Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating				
	W	eek: 10/1	5/12	10/21/12	- TWTF	4	\$900.00	0.00				

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Order / Rev: 107746 Advertiser: Obama for America

Alt Order #: 06862410 Product Desc: OBAMA FOR AMER SKEDC KSNV

Flight Dates: 10/16/12 - 10/22/12 Estimate: 1904

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV		2 10/19/12	Today Show	CM	658a-9am	- TWTF	:30	4	\$900.001	0.00 NM	4	\$3,600.00
TODAY			Today Show									
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 4	<u>Rate</u> \$900.00	Rating 0.00						
E 2 KSNV	10/16/1	2 10/19/12	M-F Today Show M-F Today Show		9-10a	- TWTF	:30	4	\$425.00 1	0.00 NM	4	\$1,700.00
TODAY	2		roday enen									
<u>Sta</u> Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$425.00	Rating 0.00						
E 3 KSNV	10/22/1	2 10/22/12	M-F Today Show M-F Today Show		9-10a	M	:30	1	\$425.00 1	0.00 NM	1	\$425.00
TODAY	2											
Sta Week: 10/	rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00						
E 4 KSNV	10/22/1	2 10/22/12	M-F Today Show	III 4th ÆM	10am-11am	M	:30	1	\$325.001	0.00 NM	1	\$325.00
TODAY	3		Today 4th Hour									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	M	1	\$325.00	0.00						
E 5 KSNV	10/16/1	2 10/19/12	M-F Today Show Today 4th Hour	III 4th ICM	10am-11am	- TWTF	:30	4	\$325.00 1	0.00 NM	4	\$1,300.00
TODAY	_											
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$325.00	Rating 0.00						
E 6 KSNV	10/16/1	2 10/19/12	Rachael Ray	СМ	11am-12pm	- TWГF	:30	4	\$325.00 1	0.00 NM	4	\$1,300.00
RR			Rachael Ray									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ E 7 KSNV		2 10/22/12	- TWTF Rachael Ray	CM	\$325.00 11am-12pm	0.00 M	:30	1	\$325.00 1	0.00 NM	1	\$325.00
	10/22/1	2 10/22/12	Rachael Ray	Olvi	114III 12piii	111	.00	•	φο20.00 1	0.00 14101	· ·	Ψ020.00
RR Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	M	1	\$325.00	0.00						
E 8 KSNV	10/22/1	2 10/22/12	Noon News Noon News	СМ	12-1230pm	M	:30	1	\$425.00 1	0.00 NM	1	\$425.00
NEWS												
Sta Week: 10/	rt Date	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$425.00	Rating 0.00						
E 9 KSNV			Noon News	CM	12-1230pm	- TWTF	:30	4	\$425.001	0.00 NM	4	\$1,700.00
NEWS			Noon News									
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ E 10 KSNV		10/21/12 2 10/19/12	- TWTF Days of our Lives	CM	\$425.00 1258p-2pm	0.00 - ТWГF	:30	4	\$425.00 1	0.00 NM	4	\$1,700.00
	10/10/1	2 10/10/12	Days of our Lives		1200p 2pm	11111	.00	•	ψ120.001	0.00 14111	•	ψ1,100.00
DAYS	rt Data	End Data	Mookdays	Spots/Week	Pata	Pating						
Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	<u>Spois/week</u> 4	<u>Rate</u> \$425.00	Rating 0.00						
E11 KSNV	10/22/1	2 10/22/12	Days of our Lives	CM	1258p-2pm	M	:30	1	\$425.00 1	0.00 NM	1	\$425.00
DAYS			Days of our Lives									
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ E12 KSNV		10/28/12	M The Doctors	CM	\$425.00 2pm-3pm	0.00 M	:30	1	\$325.00 1	0.00 NM	1	\$325.00
	10/22/1	2 10/22/12	The Doctors	Civi	<b>-</b> ριποριπ	141	.50	1	ψυΖυ.υυ ι	O.OO INIVI	'	ΨυΖυ.υυ
DRS Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/28/12	M	1	\$325.00	0.00						
E 13 KSNV	10/16/1	2 10/19/12		CM	2pm-3pm	- TWTF	:30	4	\$325.001	0.00 NM	4	\$1,300.00

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Order / Rev: 107746 Advertiser: Obama for America

Alt Order #: 06862410 Product Desc: OBAMA FOR AMER SKEDC KSNV

Flight Dates: 10/16/12 - 10/22/12 Estimate: 1904

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
				The Doctors									
				The Doctors									
	DRS												
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 10/	15/12	10/21/12	- TWTF	4	\$325.00	0.00						
E 14	KSNV	10/16/1	2 10/19/12	Dr. Phil	CM	3-4p	- TWTF	:30	4	\$450.00 1	0.00 NM	4	\$1,800.00
				Dr Phil		·							
	PHIL												
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 10/	15/12	10/21/12	- TWTF	4	\$450.00	0.00						
E 15	KSNV	10/22/1	2 10/22/12	Dr. Phil	CM	3-4p	M	:30	1	\$450.001	0.00 NM	1	\$450.00
				Dr Phil		·							
	PHIL												
	Sta	rt Date	<b>End Date</b>	Weekdays	Spots/Week	Rate	Rating						
We	eek: 10/2	22/12	10/28/12	M	1	\$450.00	0.00						
E 16	KSNV	10/19/1	2 10/19/12	Fri PR 9-10p	CM	9-10pm	F	:30	1	\$2,600.001	0.00 NM	1	\$2,600.00
				Friday Prime 9-10	)pm								
	GRIMM			-	•								
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
We	eek: 10/	15/12	10/21/12	F	1	\$2,600.00	0.00						

Totals 40 \$19,700.00